Author Index

Ali A, 239

Babin BJ, 101
Bharadwaj SG, 83
Biswas A, 65
Burton S, 65

Cadeaux JM, 207
Calantone RJ, 189
Cermak DSP, 121
Clark T, 23
Cote JA, 57

Dahl D, 47
Darden WR, 101
Darmon RY, 239
Dart J, 75
Dubinsky AJ, 225
Duncan WJ, 39

Eppright DR, 199

File KM, 121
Freeman K, 75

Gassenheimer JB, 189
Gilbert FW, 111
Graham JL, 131
Green RF, 145

Huth WL, 199

Jolson MA, 225, 239

Kardes FR, 219
Kim J, 219

Laios L, 13
Laroche M, 1
Lee B-W, 151
Leong SM, 57
Lim J-S, 219
Longwell GJ, 247

Martin WS, 39
Menon A, 179
Min Han C, 151
Morgan NA, 167

Nargundkar S, 145
Neu J, 131

O'Neal CR, 111

Piercy NF, 167
Powers TL, 39
Pride WM, 23
Prince RA, 121

Randall DM, 57
Ro K-K, 151

Sadokierski R, 1
Sager JK, 179
Srivastava A, 145
Stanford RE, 39
Swan JE, 39

Taube PM, 199
Thirunarayana PN, 83

Varadarajan PR, 23, 83

Wilson EJ, 163
Wren BM, 39

Xideas E, 13

Yammarino FJ, 225
Young JA, 111

Journal of Business Research 29, 249 (1994)

© 1994 Elsevier Science Inc.

655 Avenue of the Americas, New York, NY 10010

ISSN 0148-2963/94/$7.00

Subject Index

AFFECTIVE QUALITY
Exploring the Concept of Affective Quality: Expanding the Concept of Retail Personality, 101

BRAND EQUITY
Managing Brand Equity: Capitalizing on the Value of a Brand Name (Book Review), 247

CHANNEL ENVIRONMENT
Managing Economic Dependence and Relational Activities Within a Competitive Channel Environment, 189

CONSUMER BEHAVIOR
Dissatisfaction Response Styles Among Clients of Professional Accounting Firms, 75
Executives' Attitudes Toward Consumerism and Marketing: An Exploration of Theoretical and Empirical Linkages in an Industrializing Country, 83
Exploring the Concept of Affective Quality: Expanding the Concept of Retail Personality, 101
The Indexes of Consumer Sentiment and Confidence: Leading or Misleading Guides to Future Buyer Behavior, 199
Moderating Effects of Prior Knowledge on the Perceived Diagnosticity of Beliefs Derived from Implicit versus Explicit Product Claims, 219
Role of Confidence in a Multi-Brand Model of Intentions for a High-Involvement Service, 1

COUNTRY IMAGE STUDIES
The Choice of a Survey Mode in Country Image Studies, 151

DISSATISFACTION RESPONSE STYLES
Dissatisfaction Response Styles Among Clients of Professional Accounting Firms, 75

DIVERSIFICATION
An Empirical Evaluation of the Equivalence of Categorical and Continuous Measures of Diversity, 145

ECONOMIC DEPENDENCE
Managing Economic Dependence and Relational Activities Within a Competitive Channel Environment, 189

ENVIRONMENTAL MANAGEMENT
Environmental Management: The Construct and Research Propositions, 23

FINANCE
An Empirical Evaluation of the Equivalence of Categorical and Continuous Measures of Diversity, 145

INTERPERSONAL INFLUENCE TACTICS
A New Methodological Approach to the Study of Interpersonal Influence Tactics: A "Test Drive" of a Behavioral Scheme, 131

JUST-IN-TIME SYSTEMS
Buyer-Seller Relationships in Just-in-Time Purchasing Environments, 111

MAIL SURVEYS
Mail Surveys: A Linear Programming Solution, 39

MANAGERIAL TENURE
Successor Origin, Initiating Force, and Managerial Tenure in Banking, 47

MARKETING PLANNING PROCESS
The Marketing Planning Process: Behavioral Problems Compared to Analytical Techniques in Explaining Marketing Plan Credibility, 167

MARKETING RESEARCH
A Benefit Segmentation of the Major Donor Market, 121
Buyer-Seller Relationships in Just-in-Time Purchasing Environments, 111
Dissatisfaction Response Styles Among Clients of Professional Accounting Firms, 75
Executives' Attitudes Toward Consumerism and Marketing: An Exploration of Theoretical and Empirical Linkages in an Industrializing Country, 83
An Experimental Assessment of Effects Associated With Alternative Tensile Price Claims, 65
Exploring the Organizational Commitment–Performance Linkage in Marketing: A Study of Life Insurance Salespeople, 57
Flexibility and Performance of Branch Store Stock Plans for a Manufacturer's Product Line, 207
Mail Surveys: A Linear Programming Solution, 39
Managing Brand Equity: Capitalizing on the Value of a Brand Name (Book Review), 247
The Marketing Planning Process: Behavioral Problems Compared to Analytical Techniques in Explaining Marketing Plan Credibility, 167
A Model for Optimizing the Refund Value in Rebate Promotions, 239
Moderating Effects of Prior Knowledge on the Perceived Diagnosticity of Beliefs Derived from Implicit versus Explicit Product Claims, 219

NON-PROFIT AGENCIES
A Benefit Segmentation of the Major Donor Market, 121

ORGANIZATIONAL THEORY AND BEHAVIOR
Closeness of Supervision and Salesperson Work Outcomes: An Alternate Perspective, 225
Environmental Management: The Construct and Research Propositions, 23
Executives' Attitudes Toward Consumerism and Marketing: An Exploration of Theoretical and Empirical Linkages in an Industrializing Country, 83

Journal of Business Research 29, 251–252 (1994)

© 1994 Elsevier Science Inc.

655 Avenue of the Americas, New York, NY 10010

ISSN 0148-2963/94/$7.00

Exploring the Organizational Commitment–Performance Linkage in Marketing: A Study of Life Insurance Salespeople, 57
The Marketing Planning Process: Behavioral Problems Compared to Analytical Techniques in Explaining Marketing Plan Credibility, 167
A New Methodological Approach to the Study of Interpersonal Influence Tactics: A "Test Drive" of a Behavioral Scheme, 131
The Role of Behavioral Intentions in Turnover of Salespeople, 179
Successor Origin, Initiating Force, and Managerial Tenure in Banking, 47

PHILANTHROPIC MARKETING BEHAVIOR
A Benefit Segmentation of the Major Donor Market, 121
PURCHASING FUNCTION
An Investigation Into the Structure of the Purchasing Function of State-Controlled Enterprises, 13

REBATE PROMOTIONS
A Model for Optimizing the Refund Value in Rebate Promotions, 239
RELATIONAL ACTIVITIES
Managing Economic Dependence and Relational Activities Within a Competitive Channel Environment, 189
RELATIONAL CONTRACTS
Buyer-Seller Relationships in Just-in-Time Purchasing Environments, 111
RESPONSE INDUCEMENT
Mail Surveys: A Linear Programming Solution, 39
RETAIL PERSONALITY
Exploring the Concept of Affective Quality: Expanding the Concept of Retail Personality, 101

SALES MANAGEMENT
Closeness of Supervision and Salesperson Work Outcomes: An Alternate Perspective, 225
SOCIAL RESEARCH
Meta-Analytic Procedures for Social Research (Book Review), 163
STATE-CONTROLLED ENTERPRISES
An Investigation Into the Structure of the Purchasing Function of State-Controlled Enterprises, 13
STOCK PLANNING
Flexibility and Performance of Branch Store Stock Plans for a Manufacturer's Product Line, 207

TENSILE PRICE CLAIMS
An Experimental Assessment of Effects Associated With Alternative Tensile Price Claims, 65
TURNOVER
The Role of Behavioral Intentions in Turnover of Salespeople, 179